



The time is now! Join us #SOIMA2015

What? An international conference that calls for ensuring a safe and creative future for sound and image heritage. Supported by an alliance of 15 national and international institutions are supporting the event.

Why? Recorded sound and images have captured our world, our lives and our imagination. Thanks to rapid advancements in social media and information technologies, it has become much easier to share and use sound and image content. Yet contrary to common perception, not all content is readily usable. Today's knowledge on preservation and access is fragmented, often trapped in separate areas of expertise, presenting a challenge to content collectors and users.

How? The conference will bring together creators, collectors, practitioners, policy makers, innovators and business leaders in form of over 200 attendees from 40 countries and various public and private institutions

Through inspirational talks, panels, interactive discussions and visual facilitation, the conference will give concrete strategies for sustaining sound and image heritage and creatively using to promote holistic development.

Programme Highlights

Key note performance by Mshai Mwangola, a talented performance scholar, storyteller, oratorist and a TEDX speaker. She has performed, conducted performance workshops, researched and worked with and for diverse performance ensembles and individuals in four continents and has a career stretching over 25 years in acting, directing and story-telling. She is the chairperson of the Governing Council of the Kenya Cultural Centre.

Keynote speech on an innovative cost-benefit calculator for digital preservation by Chris Lacinak, founder & president of AudioVisual Preservation Solutions (avpreserve.com) As former Vice President and Chief Technology Officer of VidiPax Chris Lacinak has spent years consulting with Corporate, Government, University and Nonprofit moving image and sound archives on a wide array of preservation and access issues

Debate on open access and rights management, moderated by Howard Besser, a scholar of digital preservation, digital libraries, and preservation of film and video. He is Professor of Cinema Studies and the founding director of the NYU Moving Image Archiving and Preservation Program ("MIAP"). Howard Besser has been associated with the SOIMA programme since its inception. He was closely involved in development of the Dublin Core and the Metadata Encoding and Transmission Standards (METS), international standards within librarianship.

Eco-acoustic concert & talk on eco-acoustic complexity of the remaining intact equatorial forests by David Monacchi is a sound artist, researcher and eco-acoustic composer. He has been developing his multidisciplinary project **Fragments of Extinction** for nearly 15 years, conducting field research in the world's last remaining areas of undisturbed primary equatorial rainforest. The recipient of multiple awards throughout Europe and North America, Monacchi is pioneering a new compositional approach based on 3D soundscape recordings of ecosystems to foster discourse on the biodiversity crisis through music and sound-art installations.

Visual thinking session gathering visionaries, practitioners and innovators attending the conference to outline a vision for the preservation and creative use of Sound and Image Heritage, moderated by Chris Malapitan, a visual facilitator who combines **creative** talent, self-motivation and years of experience in the **media industry**. He has proven the ability to think outside the box and help develop innovative solutions

An online exhibition gathering rare sounds and image records contributed by SOIMA network of institutions spread over 56 countries. It celebrates the unifying theme of family and how families bind human beings.

*Help us to spread the message
Collaboration, and exchange of information as well as know-how
between institutions and specialists is the key to unlocking this
heritage!*

More information:

www.soima2015.org